

GENERATIONS MAGAZINE (GM) is the only resource publication devoted to Hawai'i's mature readership. Since 2010, GM has offered informative articles and resources, and valuable advertisement. Since the first Baby Boomers reached age 65 in 2011, the senior population has increased by over a third. In 2030, members of Generation X will be 50 to 65 years of age and represent about 45 million workers in the US. Both Gen Xers and the Baby Boomer generation will continue to create a demand for information, products and services. You have the opportunity to advertise in the state's only magazine serving these expanding demographics.

DISTRIBUTION

- More than 35,000 copies of *Generations Magazine* are distributed every two months statewide, including nearly 1,000 subscribers in Hawai'i and throughout the continental US.
- Distribution points include pharmacies, supermarkets, restaurants, libraries, bookstores, medical facilities, senior clubs and hui, retirement and activity centers, and assisted living facilities. The magazine is also distributed at educational senior events. A list of distribution points is printed in the magazine and is also available at Generations808.com.
- Almost 500 complimentary copies are delivered to professionals in service to seniors, including doctors, dentists, physical therapists and other clinicians, as well as pharmacists, attorneys, CPAs and more.

ONLINE PRESENCE: Generations808.com

Every issue published since 2010 is available on GM's website. GM's collection of pertinent, valuable information for the present generation is available in multimedia formats ([radio podcasts](#), [videos](#), [Zoom webinars](#) and [TV episodes](#)), featuring GM's experts in the senior industry.

GM also connects our readers through social media — Facebook and Instagram — to keep everyone apprised of current events, such as workshops and presentations, as well as additional news and information.

GENERATIONS MAGAZINE 2026 ADVERTISING RATES & SPECS

Bimonthly Rates Per Insertion* (Full color or B/W)

Size	1x	3x	6x
Full-Page	\$3100	\$2600	\$2300
1/2 (H)	\$2000	\$1600	\$1300
1/4 (V)	\$1300	\$1100	\$800
Coupon (H)	\$950	\$650	\$450

Covers (Includes 4-color, bleed and premium position charges.)

Back Cover	\$3500	\$3200	\$3000
Inside Front Cover	\$3200	\$2800	\$2500
Inside Back Cover	\$3100	\$2600	\$2400

*Plus State of Hawai'i General Excise Tax (4.712%).

2026 SCHEDULE

Issue	Closing Date (Fri)	Ads Due (Mon)	Distribution
Jan/Feb 2026	Oct 17 '25	Nov 10 '25	Jan-Wk 2
Mar/Apr	Dec 19 '25	Jan 12 '26	Mar-Wk 2
May/Jun	Feb 20	Mar 16	May-Wk 2
Jul/Aug	Apr 17	May 11	Jul-Wk 2
Sep/Oct	Jun 19	Jul 13	Sep-Wk 2
Nov/Dec	Aug 21	Sep 14	Nov-Wk 2
Jan/Feb 2027	Oct 16	Nov 9	Jan-Wk 2

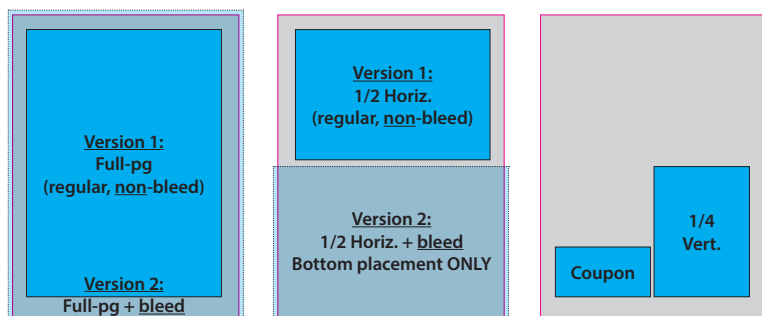
NOTE: To stay on distribution schedule, dates are absolute with no extensions.

IMPORTANT: A request to change an advertising contract (ad size or ad additions) **MUST** be emailed to Leigh@generations808.com PRIOR to the closing date. The request will be assessed based on available space.

Updated Aug. 2025

Advertisement Sizes

Description	Width x Height	Decimal
Trim	8-1/8" x 10-7/8"	8.125" x 10.875"
<i>*Live area is 1/4" in from the trim</i>		
Full-Pg w/bleed	8-3/8 x 11-1/8	8.375 x 11.125
Full-Page (non-bleed)	7-1/4 x 10	7.25 x 10
1/2 (H) w/bleed	8-3/8 x 5-3/4	8.375 x 5.75
1/2 (H) (non-bleed)	7 x 4-11/16	7 x 4.6875
1/4 (V)	3-7/16 x 4-11/16	3.4375 x 4.6875
Coupon (H)	3-7/16 x 1-13/16	3.4375 x 1.8125



**For FULL- and HALF-page ads:*

- Please note in the file name which of the two versions you are submitting: regular “**non-bleed**” or “**bleed**”
- See the specs above for proper sizes and if need bleed or not

PREPARATION FOR PRINT-READY ART & ACCEPTABLE FILE FORMATS

- * **Acceptable formats:** PDF, JPG
NOT ACCEPTABLE: PUBLISHER (.pub)
- * **Proper ad size(s):** See Advertisement Sizes above.
Read bleed specifications for full- and half-pages.
NOT ACCEPTABLE: CROP MARKS and not adding BLEEDS where it is required
- * **Acceptable colors:** 4/c process
NOT ACCEPTABLE: RGB or SPOT COLORS
- * **Acceptable photo size:** 300 dpi (approximately 1MB), including images used within an ad.
- * Please contact our art director with *any* questions.

NEW AD SUBMISSIONS & REINSERTION REQUESTS

Email file(s) to Leigh Dicks (Leigh@Generations808.com).
If it is too large to email, use [WeTransfer.com](https://www.wetransfer.com).

NOTE: RESUBMISSION of the ad file is required for reinsertion (except if it appeared in the previous issue).

ADVERTISING & SPECIAL REQUESTS

For advertising and special requests, public events, community workshop partnerships or sponsorships, advance notice is required by four months from the closing date of the desired issue. (See 2026 Schedule)

Email Cynthia Arnold: Cynthia@Generations808.com.

PUBLISHED BIMONTHLY

Generations Magazine is published every other month beginning in January and distributed during the second week of the month.

SHORT RATES

Advertisers will be short-rated if they do not use the number of insertions upon which their Advertising Agreement has been based.

CONTRACT PERIOD

Frequency rates apply over six issues. Should new rates be announced, advertisers will be protected at the contracted rates for the duration of the contract period.

PUBLISHER'S COPY PROTECTIVE CLAUSE

All typographic rights are reserved. *GM* reserves the right to reject any ad copy. The customer agrees to indemnify and protect GenMag Publication, LLC, and Trade Publishing from claims or expenses resulting from the unauthorized use of names, images, designs or copy protected by copyright, trademarks, etc., in connection with ads appearing in *Generations Magazine*.

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